

Swiss Pavilion

March 1, 1963



GROUNDBREAKING AT THE NEW YORK WORLD'S FAIR 1964-1965



Following is a transcription of remarks by Dr. Marcel Duriaux, president of the Swiss Pavilion, and Governor Charles Poletti, Fair vice president for International Affairs and Exhibits, given at the Swiss Pavilion groundbreaking ceremony, New York World's Fair, Friday, March 1, 1963.

GOV. CHARLES POLETTI [Vice President for International Affairs and Exhibits]: Dr. Marcel Duriaux, ladies and gentlemen. This is a very happy occasion indeed for me. Many reasons create that happiness. The first is my warm friendship for Dr. Marcel Duriaux, who is the

organizer of this pavilion. I have traveled with him and I have worked with him in promoting the New York World's Fair in several countries of the world, and I can attest to his great energy, his efficiency and, above all, that exuberant enthusiasm that he so abundantly possesses.

I have other reasons for being particularly happy at this groundbreaking of the Swiss Pavilion, and that is that the Poletti family lived in Switzerland for four years and those four years remain in our recollections as the most delightful of our entire life. I would certainly say that the children never had as good a time as they had in Geneva when they were attending the École Internationale. The fun of going to Switzerland to school is that you get adequate opportunity for skiing and today Dr. Duriaux, we've tried

Cover: The Swiss Pavilion, which is sponsored by the watch, cheese, gift and chocolate industries and by the schools of Switzerland, is planned as a chalet and will also feature the southern terminal for the Swiss Skyride, a separate exhibit that will span the Fair's International Area. The architect for the Swiss Pavilion is John L. O'Brien, Jr. Associate architects are Guex, Kirchhoff, De Freudenreich, Geneva. Contractor, William L. Crow Construction Company.

Dr. Marcel Duriaux and Governor Charles Poletti observe a snowy groundbreaking ceremony for the Swiss Pavilion.



to supply by this snowfall, something that's reminiscent of one of the many charms of Switzerland. And that is its abundant clean snow.

Now we know that your pavilion will be a great success. We anticipate that millions of people will want to visit it because the land of Switzerland possesses special charm, attraction and warmth for the American people. And these seventy million American visitors will surely look forward with great fervor to a chance to visit your pavilion.

We are delighted that you have so planned your pavilion that you have not disregarded one of your great industries, the Fédération Horlogère, because they tell us that you Swiss are wonderful in making watches. So I look forward to your pavilion; we pledge to you our full cooperation in assisting you to translate this piece of ground into this attractive pavilion, and in closing I wish you well and I also want, on behalf of the New York World's Fair, of president Robert Moses, and the members of the

executive committee — to present to you a token of our esteem and here it is — all labeled out to you, Dear Marcel. Marcel Duriaux, Swiss Pavilion, Groundbreaking, March 1, 1963.

DR. MARCEL DURIAUX: Governor Poletti, distinguished guests, ladies and gentlemen. It is for me a pleasure and a great honor to be here today with this Swiss weather. We have — you people here and we in Switzerland — some affinities. I can't help but be impressed by what private industry is doing here at the site of the New York World's Fair. May I say modestly, that private industry in Switzerland also tries to do its share. The private industry in Switzerland will sponsor a Swiss Pavilion. We will also show that we, the people of the oldest democracy in the world, will show to the people of the greatest democracy in the world, what we in Switzerland are able to do with our small industry, with our knowledge, with our sciences and with our education.

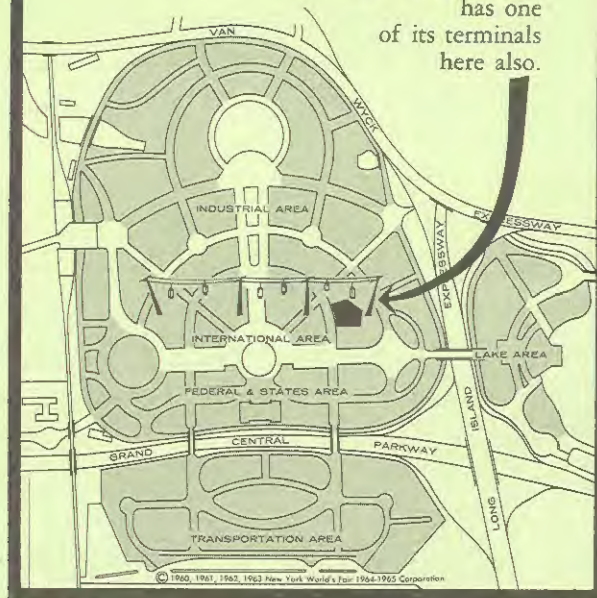
Attending the reception following Swiss Pavilion groundbreaking ceremony are, left to right, Dr. Marcel Duriaux, Helga Gruenstrass, Mrs. Charles Poletti and Governor Poletti.



THE SWISS PAVILION

will occupy a 15,000 sq. ft. site
in the International Area.

The Swiss Skyride
has one
of its terminals
here also.



We will have the privilege to show inside of this pavilion an atomic clock. I am glad to emphasize that for once the word atomic will be identified with peace instead of war. We will be happy to show what we do in Switzerland and to cooperate with the management of the New York World's Fair. Governor Poletti, thank you for the token of friendship that you just presented to me. I shall cherish it forever. I shall be very proud to show it to my grandchildren on the occasion of the New York World's Fair in 1989, but in the meantime let us look forward to this great event which the New York World's Fair 1964-1965 will be.

I hereby extend to all of you an invitation to come to our Swiss Chalet on the 22nd of April 1964, to enjoy a Swiss fondue. Around this Swiss dish we shall contribute to the achievement of the New York World's Fair purpose which is — and which should be known all over the world — Peace Through Understanding. Merci.

Dr. Marcel Duriaux, president of the Swiss Pavilion, receives the Fair's official medallion from Governor Charles Poletti, Fair vice president for International Affairs and Exhibits. With them for the groundbreaking ceremony is Col. Pat Young, Deputy Chief of Protocol for the Fair.





SWISS PAVILION*

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